GOVERNMENT OF INDIA
FINANCE
LOK SABHA

UNSTARRED QUESTION NO:1115
ANSWERED ON:22.07.2016
Gold Bond Scheme
Simha Shri Prathap

Will the Minister of FINANCE be pleased to state:

(a) whether the Government had launched the Gold Bond Scheme last year and if so, the details thereof;

(b) the number of applications received for subscribing to it and the total amount of subscription received in the first, second and third tranches of the scheme, respectively; and

(c) the details of multi-media and multilingual campaign to increase awareness amongst potential depositors?

Answer

MINISTER OF STATE IN THE MINISTRY OF FINANCE (SHRI ARJUN RAM MEGHWAL)

(a) Yes Sir. The Gold Bond Scheme was Notified on 5th November, 2015.

(b) The details of applications received and total amount of subscription received during the first, second and third tranches is shown below:

Tranche Applications received Amount Subscribed
First 61993 ` 245.20 Crore
Second 318527 ` 746.41 Crore
Third 80699 ` 326.52 Crore

(c) To increase the awareness amongst potential investors, Government had launched a multi-media, multi-lingual campaign on "Sovereign Gold Bond Scheme" through AIR, FM Radio, Print Media and Mobile SMS. The campaign was undertaken in 14 languages, that is English, Hindi, Assamese, Bangla, Gujarati, Marathi, Malayalam, Punjabi, Kannada, Tamil, Telugu, Odiya, Urdu and Sindhi.